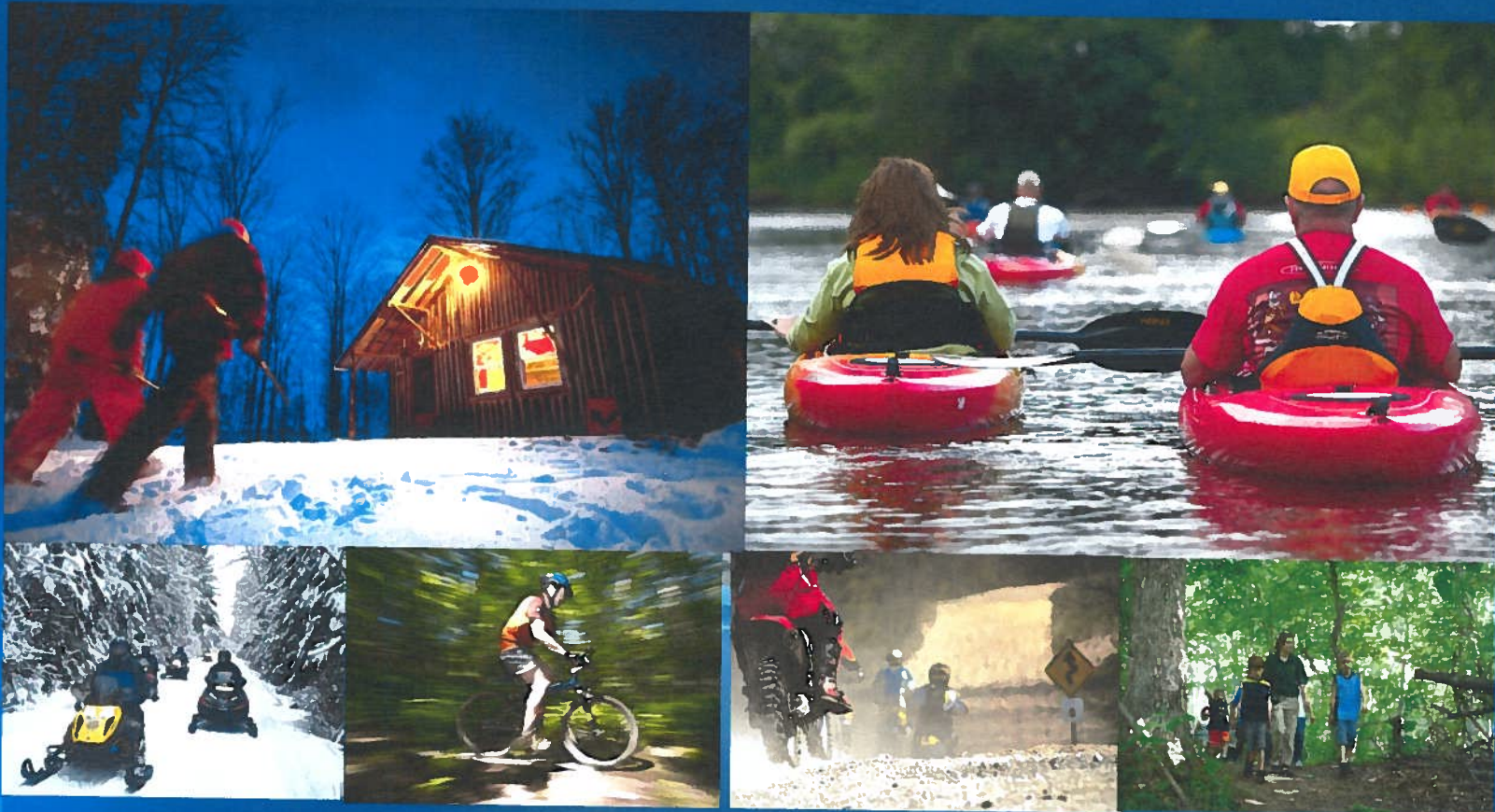


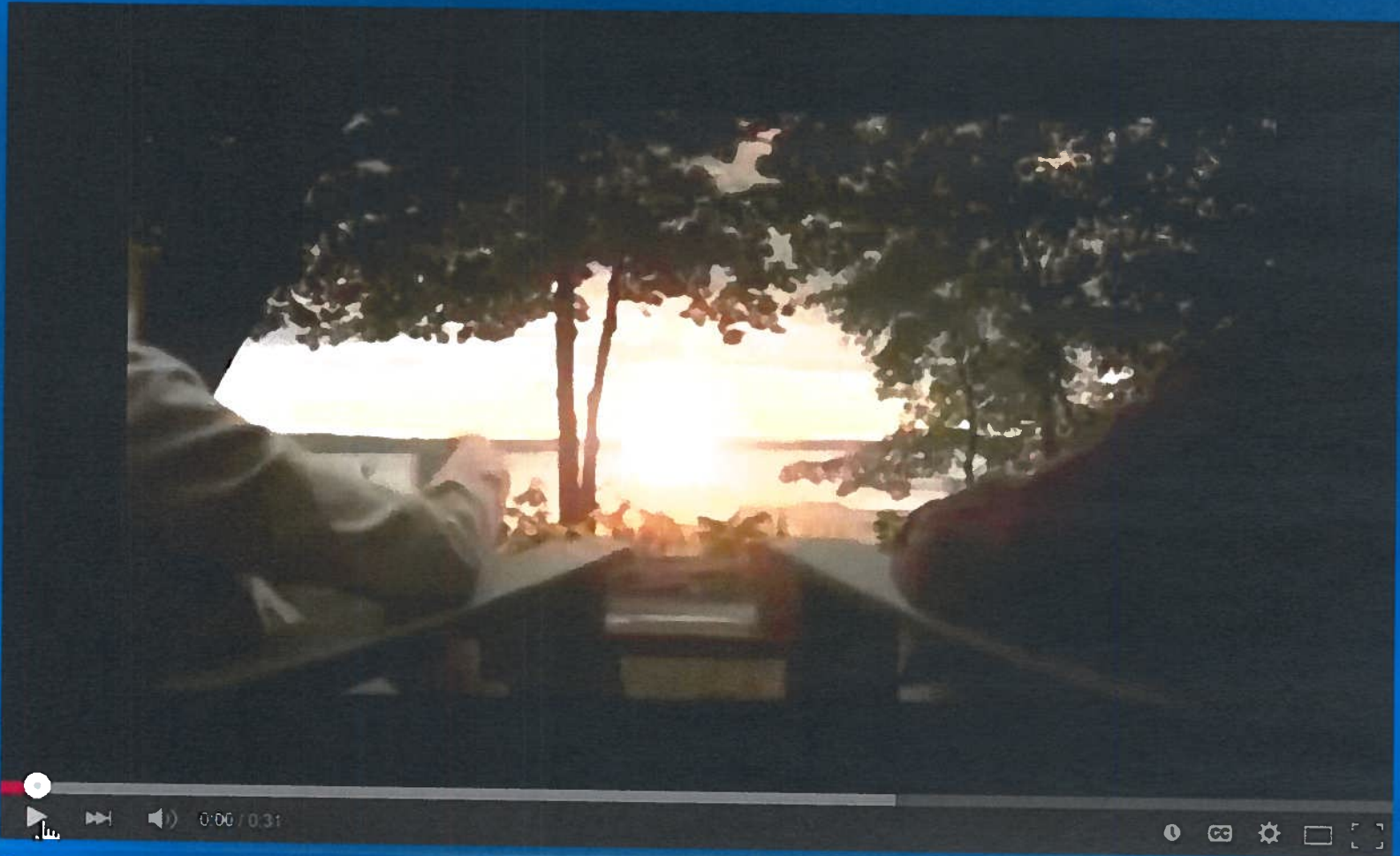


Outdoor recreation in Pure Michigan

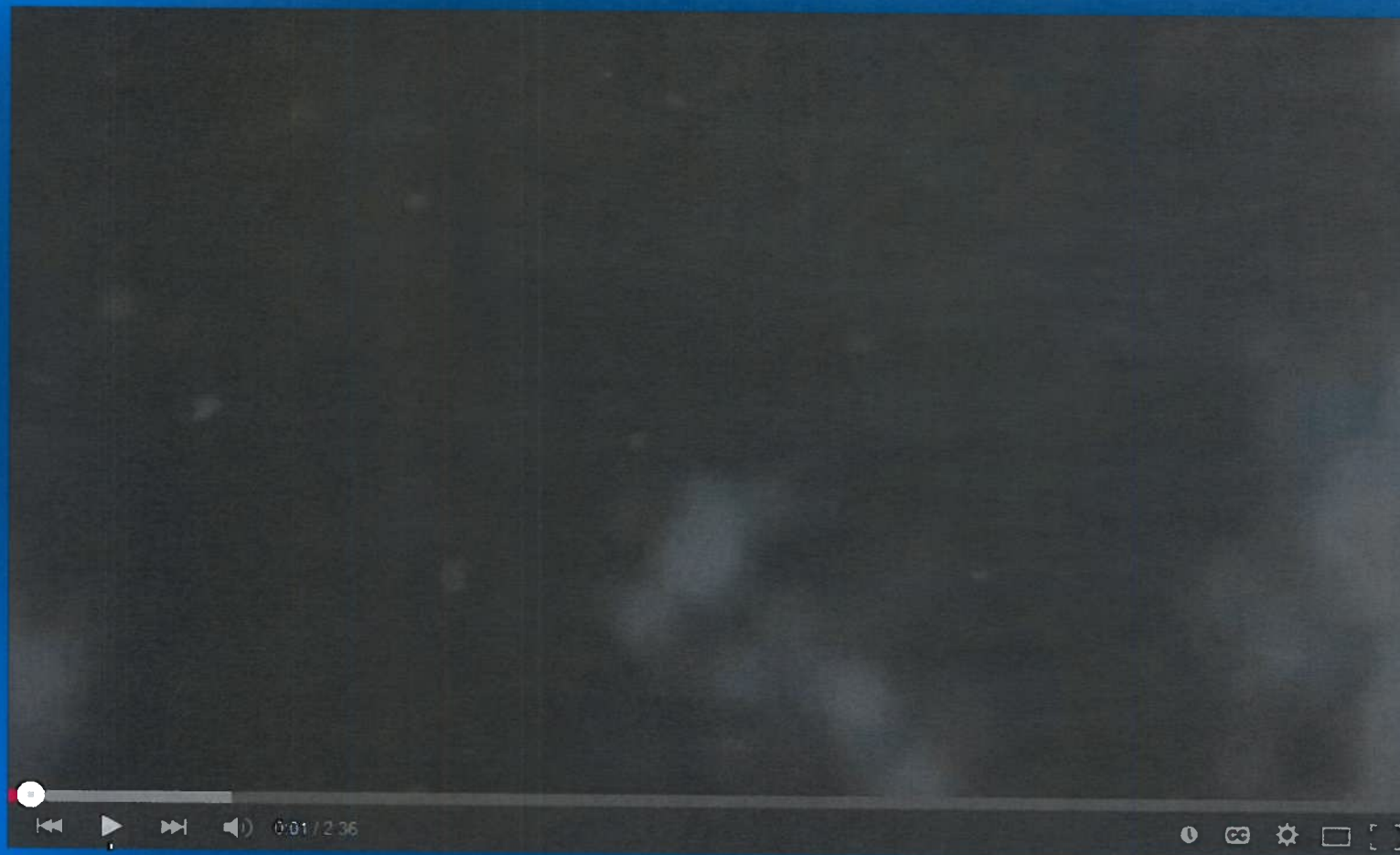


Michigan Department of Natural Resources

Pure Michigan's natural resources



Pure Michigan's natural resources



Fishing

- \$2.4 billion spent by 1.1 million anglers
- 5th in the nation
- 38,000 direct jobs
- \$4 billion boating industry
- More than 150 species of fish
- 11,000 lakes, 3,000 miles of Great Lakes shoreline and 20,000 miles of trout/salmon streams
- 1,300 boat launches



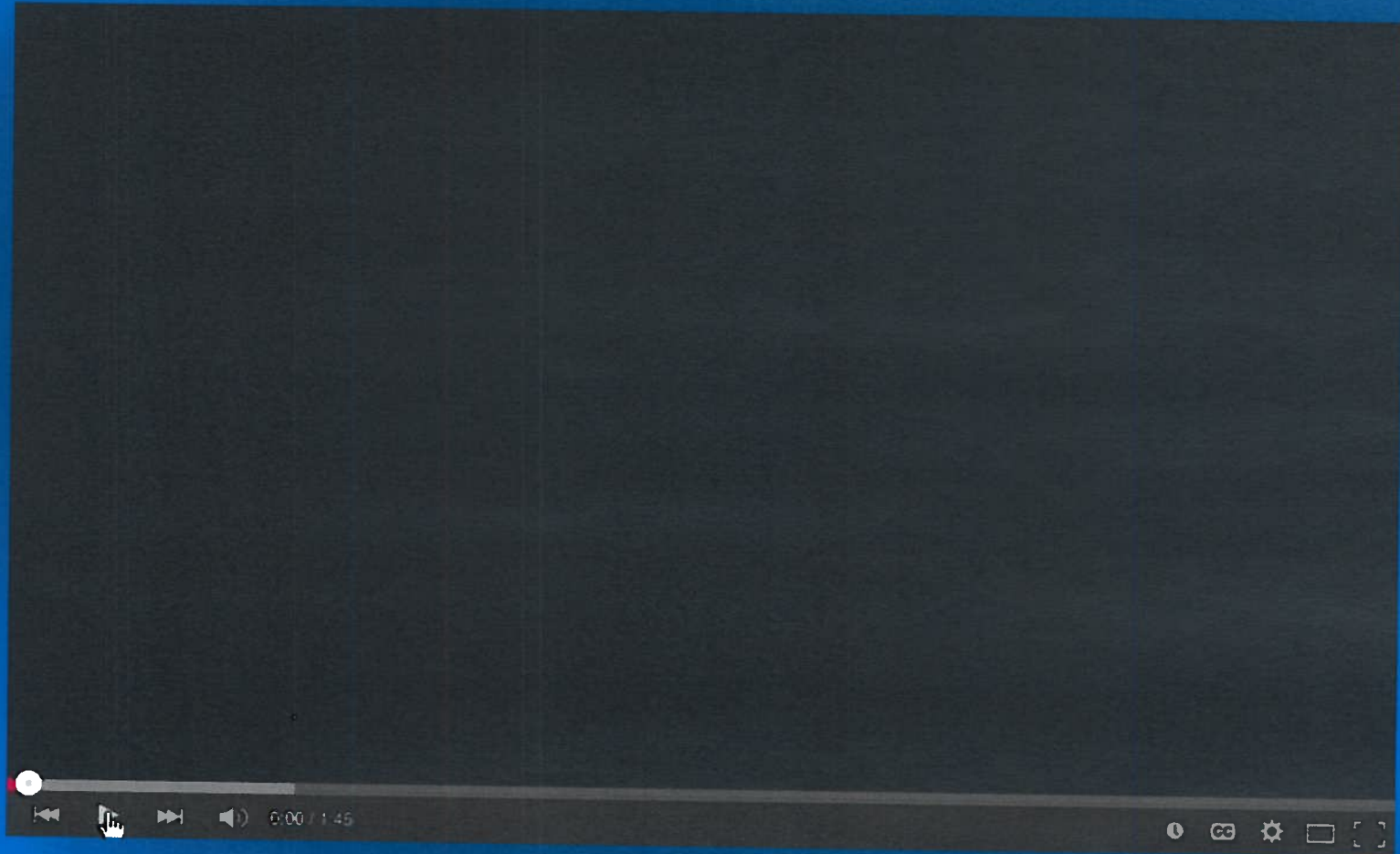
Fishing

- *Bassmaster* magazine named Lake St. Clair the top bass lake in the nation. (2013)
- *Outdoor Life* listed Traverse City as one of the nation's top 35 hunting and fishing cities. (2012)
- *Field and Stream* named Michigan the number one state for fly fishing. (2011)

*Michigan offers the most diverse
freshwater fishing in the world!*



Fishing



Pure Michigan Fishing



Pure Michigan Fishing

You provide
the trophy shelf

Home to Bassmaster Elite Series
Tournaments, Michigan has 5
of the top 50 Best Bass Lakes in
the U.S. If you're serious about
landing a once-in-a-lifetime fish,
Michigan is a must for the 2014
season. [Pursue your trophy >](#)



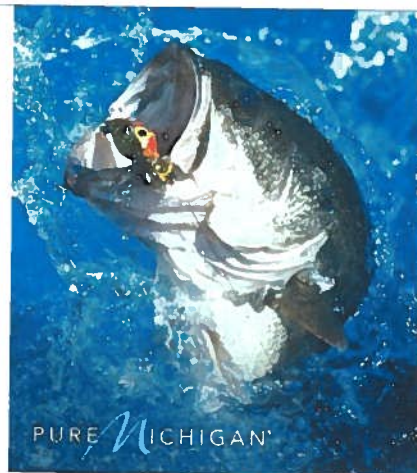
Charter Fishing With 4 of
the 5 Great Lakes to choose
from, learn why Michigan is
where you and your buddies
should "Go Big"
[Book a charter today >](#)



Free Fishing Weekend
June 7-8, 2014 Fish any
Michigan's Great Lakes, 11
inland lakes and thousand
miles of streams - FREE!
[Make plans today >](#)



Save time and purchase your 2014 Mid



OUTDOORHUB

PURE MICHIGAN



Keeping It Local for Lake Erie Walleye
It's the time of year when anglers start heading into the big days of summer, that many anglers return to the Michigan waters of Lake Erie and head to [More >](#)



A Bass Every Minute: Early Season Fishing on Lake St. Clair
It's the time of year when anglers start heading into the big days of summer, that many anglers return to the Michigan waters of Lake Erie and head to [More >](#)



Outing the Drift for Lake St. Clair Bass
It's the time of year when anglers start heading into the big days of summer, that many anglers return to the Michigan waters of Lake Erie and head to [More >](#)



Big Robbers Produce Results on Michigan's Largest Inland Lake
It's the time of year when anglers start heading into the big days of summer, that many anglers return to the Michigan waters of Lake Erie and head to [More >](#)



In-depth Training for Michigan Panfish
It's the time of year when anglers start heading into the big days of summer, that many anglers return to the Michigan waters of Lake Erie and head to [More >](#)



PURE MICHIGAN RESOURCES

FISHING RESOURCES

Weather links for the fishing season
Drifts, Currents, Purchasing
Current Fishing Rules
Weekly Fishing Report
Fish Stocking Database
Fishing Tips and How to Catch Them
To Fish

HUNTING RESOURCES

Weather links for the hunting season
Drifts, Currents, Purchasing
Hunting Seasons & Bag Limits
Hunting Regulations & Changes
Where to Hunt
Hunting Season Reports
Wild Places to Hunt



Fishing promotion

- Free fishing weekend
- Weekly fishing report
- Trout Trails
- Catch and Cook
- Nonresident annual fishing license discount
- Hard water school and other clinics



Hook, Line and Sinker

Learn to fish with the DNR



Hunting, shooting and wildlife

- Michigan is 3rd in the nation with more than 700,000 hunters
- Hunting generates \$2.3 billion, including 34,500 direct jobs annually
- \$1.2 billion spent by wildlife watchers
- 4.5 million acres of public hunting lands including 187 state game areas and seven managed waterfowl areas
- 6th in the nation with more than 800,000 target shooters



Pure Michigan Hunting



Pure Michigan Hunting



PURE MICHIGAN

Ready. Set.
Hunt.
It's all in the
preparation.

Bow season for deer in Michigan starts on October 1. To ensure the best possible season, hunters need to be ready for any contingency that may occur during the hunt. Here's a guide for your next trip.



The Michigan Mission: A Sportsman's Quest for 5 Species in 72 Hours

CHARLIE PURTICK NOVEMBER 1, 2012



Pick your spot. Finding the perfect hunting spot can be a challenge. Let Michigan's interactive maps help you find the one that's right for you. [Explore locations](#)

[Hunting License here](#)

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Read more about Michigan's bow hunting.



Hunting promotion

- Annual deer forecast
- GEMS
- Wetland Wonders
- Pure Michigan Hunt
- Free youth hunting licenses at Meijer
- Bear hunting and other clinics



PURE *M*ICHIGAN
HUNT



State parks and trails

- DNR-managed facilities are the backbone of Michigan's \$17 billion tourism industry that supports 161,000 direct jobs
- 102 state parks, with 22 million visitors
- 2nd in camp nights, behind California
- 138 state forest campgrounds
- 1.3 million state museum visitors



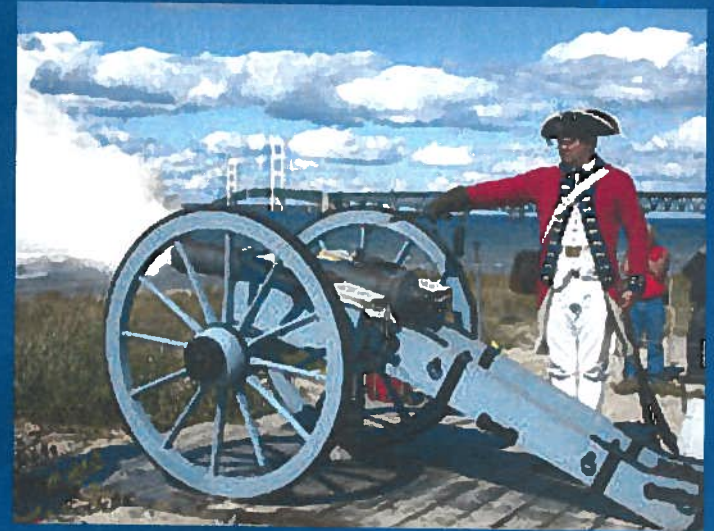
State parks and trails

- More than 12,000 miles of trails - positions Michigan as “The Trail State”
- 2,600 miles of rail trails (most in nation)
- Bicycling provides \$668 million per year to Michigan’s economy
- Over 200,000 snowmobilers, 1st in the nation (when it snows)
- 200,000 ORV riders



State parks and trails

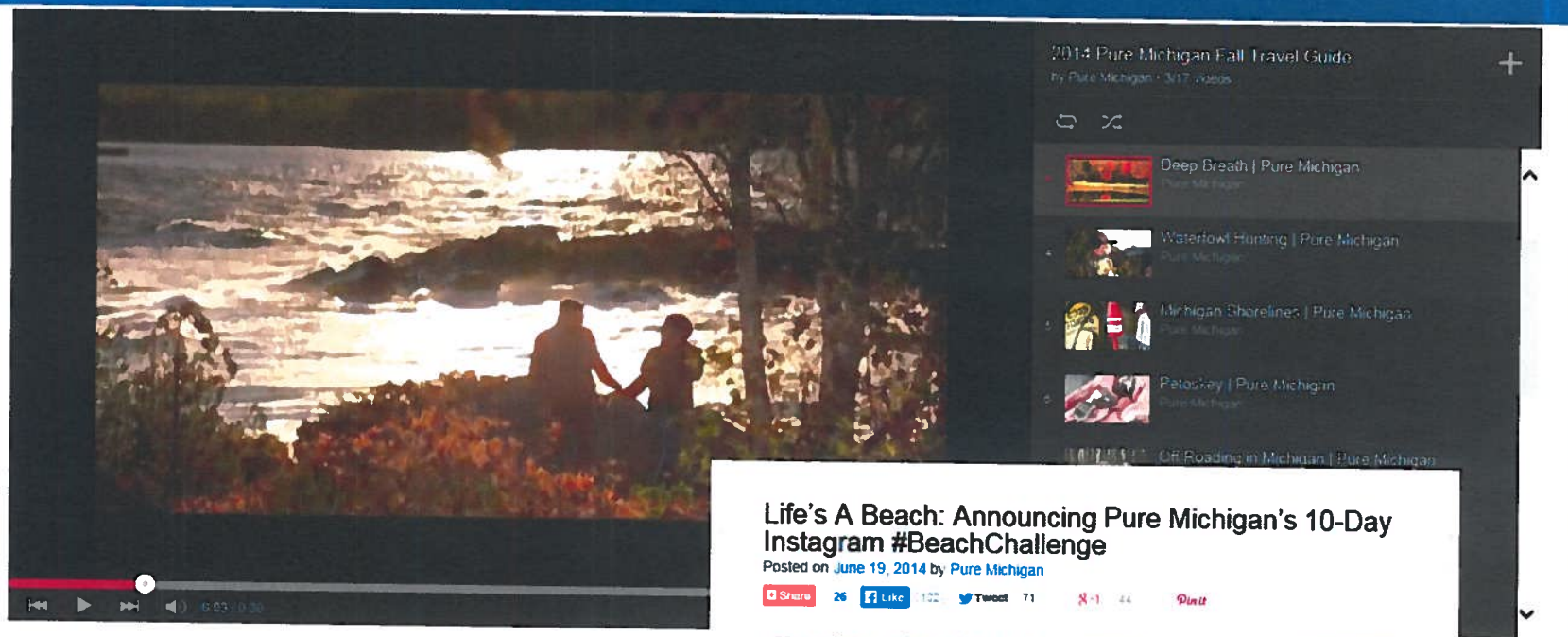
- Michigan Lodging and Tourism Industry recognized Fort Mackinac with the “Star of the Industry Award” at the 2014 Pure Michigan Governor’s Tourism Conference.
- Michigan state parks won the National Park and Recreation Association's Gold Medal Award (2011) – for setting the country's "gold standard" for excellence in park and recreation management.
- *Runners' World* magazine named Porcupine Mountains one of the 10 best places to run in the world. (2013)
- *Family Fun* Magazine listed Fort Mackinac and Colonial Michilimackinac in the Top 10 tourist attractions in the U.S. (2013)
- *Adventure Journal* named Porcupine Mountains one of the nation's 20 best state parks. (2012)



State Parks of Pure Michigan



State Parks of Pure Michigan



Deep Breath | Pure Michigan

Life's A Beach: Announcing Pure Michigan's 10-Day Instagram #BeachChallenge

Posted on June 19, 2014 by Pure Michigan

[Share](#) 26 [Like](#) 122 [Tweet](#) 71 [+1](#) 44 [Pin it](#)

UPDATE Congratulations to Gina Fenverda winner of our Pure Michigan Instagram #BeachChallenge! Read about Gina's winning entry and see 14 other photos that will get you dreaming of a perfect Pure Michigan beach day [here](#).

From sparkling blue waters to the chance to reconnect with friends and family, Michigan's beaches are as diverse as they are beautiful!

As the summer beach season kicks into high gear, we, along with our partners at the Michigan Department of Environmental Quality (DEQ) and Michigan Department of Natural Resources (DNR) are excited to announce the launch of our 10-day Instagram #BeachChallenge!

We're challenging our fans to share photos of their favorite Michigan beaches on Instagram to showcase the great variety of activities that travelers and residents can enjoy during a day at the beach in Pure Michigan. For each day of the 10-day challenge, fans will be asked to share photos that represent that day's challenge theme.



Photo by Instagram user @ymvuokko



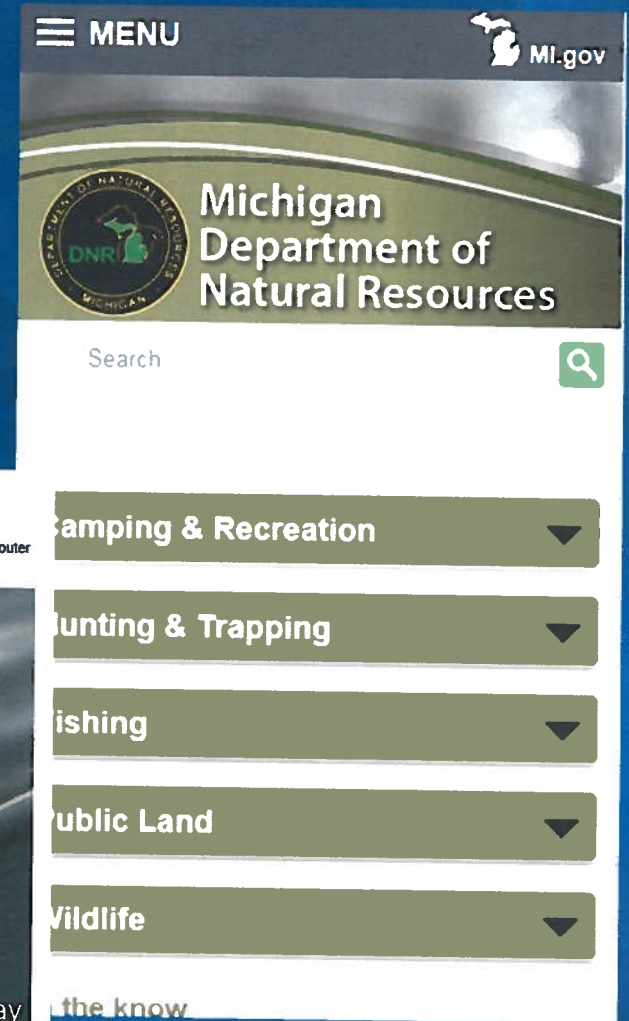
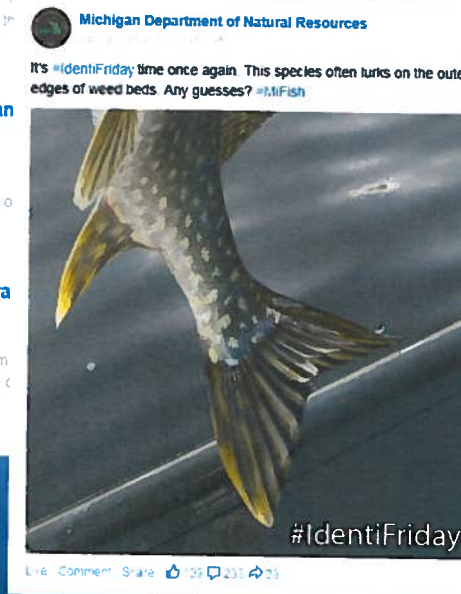
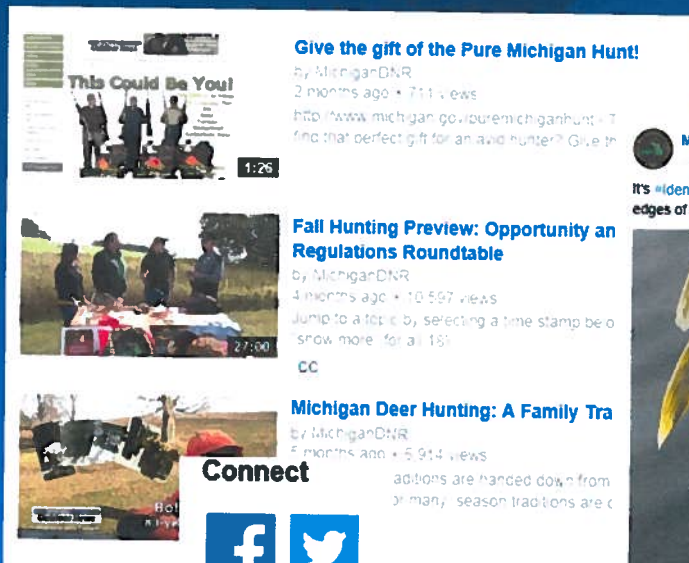
Parks and trails promotion

- Recreation 101 events at state parks
- MI Big Green Gym (with BCBS)
- Inside Michigan's great outdoors
- Michigan Trails Week
- Shoe Year's Eve
- Statewide mobile app Marquette pilot
- Free ORV weekend



Communication reach

- 877,000 email subscribers
- Over 25 million web hits annually
- 92,000 followers on social media



State Parks of Pure Michigan

